



Eat Smart, Move More SC Announces 2010 Training Calendar

Not only has the ESMMSC Training and Education Committee been hard at work putting the finishing touches on the Obesity Prevention Summit, they have also developed a comprehensive training agenda. These trainings will provide further assistance to communities desiring to improve access to healthy eating and active living. Three Eat Smart, Move More Community Workshops will take place across the state during the months of May, June and July. These three hour sessions will guide communities on how to get started on a “shoestring budget”. These will be followed by a Fall webinar series that will feature presentations on a variety of topics aimed at focusing, guiding and assisting these community groups on their work. Registration information will be featured on our website.

2010 Training Calendar:

April 14	Obesity Prevention Summit – Building Leadership for Healthy Communities
May 13	Eat Smart, Move More Community Workshop – CLEMSON, SC
June 16	Eat Smart, Move More Community Workshop – COLUMBIA, SC
July 20	Eat Smart, Move More Community Workshop – CONWAY, SC
August	Community Assessments (webinar)
September	Options for Action: Planning Your Community’s Approach (webinar)
October	Evaluation and Monitoring (webinar)
November	Grant Writing (webinar)

Eat Smart, Move More SC and SC Breastfeeding Coalition Offers Workplace Breastfeeding Grants

The South Carolina Breastfeeding Coalition, through funding from Eat Smart, Move More SC, has grant opportunities for workplaces to establish an employee lactation support program. The application is available online at <http://www.surveymonkey.com/s/C6VJ9YJ>. The grant period will run from when proposals are approved through June 29, 2010. For additional information about the grant, becoming a Mother-Friendly workplace, or *The Business Case for Breastfeeding*, please contact Leslie Myers at Immyers@lander.edu



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Register now for the 2010 Eat Smart, Move More SC Obesity Prevention Summit: Building Leadership for Healthy Communities

We understand now more than ever budgets are tight. But now is also the time to come together to positively combat the obesity epidemic impacting our communities and state. By working together we can make a difference not only in the health and quality of life of South Carolinians but also in our state’s economic vitality. Obesity costs in SC have now topped one billion dollars! SC has the fifth worst overweight/obesity rate in the nation. Take action today; join Eat Smart, Move More SC on April 14, 2010, for an interactive and engaging look at best practices for obesity prevention with sessions on healthy worksites, schools and communities, coalition development, advocacy, evaluation, data collection and more. Let’s work together to make a difference. Click on the link below for more information, event agenda and to register.

<http://scobesitysummit.eventbrite.com/>

By working together we can be the FIRST state to reverse the obesity epidemic!
REGISTER TODAY!

Being an ESMMSC Effective Grassroots Lobbyist

By Coretta Bedsole, Gail Kinard, and Rebecca Ramos, Palmetto Public Affairs, LLC

As ESMMSC builds its advocacy program, it is a perfect opportunity to educate ESMMSC members, partners, and volunteers on how to advocate effectively. Below are five suggestions to increase your effectiveness as you step out on the advocacy state:

BE HONEST. Your reputation and credibility with the legislator is all you have. Giving him or her bad, biased, or inaccurate information is never a good idea and will come back to haunt you. Concealing or misinterpreting facts will decrease your effectiveness with the legislator and embed your ability to create long-term relationships.

BE COURTEOUS. When asking a legislator for help, you are essentially asking them to do you a favor. Remember to say please and thank you. And if the legislator does not vote with you this time or does not support your efforts, there will always be another issue at some other time. Remember the old saying, “You catch more flies with honey.” This is certainly true at the Statehouse.

BE CONCISE. Legislators are busy people. Make sure you do not waste their time with too much information. (They need the highlights that relate to why they should care.) Get to the point quickly. And remember when working on a specific bill, be sure to close the deal by asking the question, “Will you vote on my side on this issue?”

BE A FRIEND. Long-term effectiveness as an advocate is directly related to building long-term relationships. Off-session is the perfect time to build relationships! Invite your legislator to your home or community. Visit with them at church, civic club meetings, the local Hardee’s or grocery store. Consider working on their campaigns as an individual (not as an ESMMSC representative) when they run for office. Legislators remember and appreciate their constituents.

BE ETHICALLY MINDFUL. ESMMSC is a lobbyist principal and as such you as a representative of ESMMSC must abide by all ethics laws. While representing ESMMSC, you should never offer the legislator anything of value in exchange for a vote. You cannot ask ESMMSC to pay for anything for the legislator whether it be a meal, campaign contribution, or expenses for a fundraiser. If, however, you are just representing yourself, you do not have the same restraints.



Palmetto Public Affairs

Federal Child Nutrition Reauthorization Makes Progress

This week the Senate Agriculture Committee passed an outstanding child nutrition reauthorization bill. This bipartisan bill addresses several issues, including updating the national nutrition standards for foods sold out of vending and a la carte; stronger school wellness policies; higher school lunch reimbursements; and additional provisions to improve the nutritional quality of school meals by expanding financial resources and technical assistance, strengthening compliance with school meal nutrition standards, and ensuring that only low-fat milk is served with school meals. You can find a summary of the nutrition provisions of bill at <http://ag.senate.gov/Legislation/CN%20budget%20framework-%20nutrition.pdf> and the full bill and amendments at <http://ag.senate.gov/site/legislation.html>.



PepsiCo Pledges Not to Sell Sugary Beverages in Schools Worldwide

Consumer advocacy groups are very happy with a pledge by PepsiCo, that the company will stop selling full-sugar soft drinks to primary and secondary schools around the world by 2012.

"PepsiCo is the first beverage company to take such action and should be applauded for doing so," said Kelly Brownell, director of Yale's Rudd Center for Food Policy and Obesity, in a statement. <http://www.pepsico.com/PressRelease/PepsiCo-Sets-Industry-Standard-By-Establishing-the-First-Consistent-Global-Appro03162010.html>

Panera Bread® First National Restaurant Concept to Post Calorie Information on All Menu Boards

Panera Bread has announced that it will post calorie information on all Company-owned Panera Bread and Saint Louis Bread Co.® bakery-cafe menu boards by April 2010. The bakery-cafe concept expects franchise-operated locations to follow suit and have calories posted on menu panels by the end of 2010. This would make Panera Bread the first national concept to voluntarily post calorie information on menu boards across the country. This menu labeling effort is part of Panera's long-standing dedication to providing customers with nutritious choices and the information to make wise decisions for themselves. "This whole initiative prompted us to take an even closer look at our menu offerings," Davis said. "The result was we improved the nutritional content and ingredients in several of our menu items. We view it as a 'win-win' for both our customers and Panera."

<http://www.restaurantnewsresource.com/article44334.html>

Michelle Obama Talks Anti-Obesity to Food Giants

Recently, Michelle Obama spoke with the food companies that make the snacks and junk food that stuff grocery aisles and school vending machines. The Grocery Manufacturers Association invited her to speak at its science forum. Welcoming the first lady and embracing her campaign for healthier kids, launched earlier this year, could have advantages.

She said recently that she would like to see more customer-friendly food labels "so parents won't have to spend hours squinting at words that they can't pronounce to figure out whether the foods that they're buying are healthy or not." She has also said she will push companies that supply foods to schools to improve nutritional quality. Scott Faber, a lobbyist for the grocery association, said the industry is open to working with the government on finding ways to produce healthier foods. "Consumers are demanding more and more healthy choices," he said. "Our industry will do our part by changing the way we make and market our foods, but government has a big role to play as well."



**Thin Wallets, Thick Waistlines:
New USDA Effort Targets Link between Obesity
and Food Stamps**

A growing number of local programs from Boston to San Diego are trying to make healthier foods more appealing and affordable for low-income families—the population of Americans who are most reliant on food stamps, and most likely to be obese. Meanwhile, public health researchers are looking hard at the federal food stamp program itself, now known as the Supplemental Nutrition Assistance Program (SNAP). They're questioning why the long-standing strategy for helping the hungry may, in some cases, actually be hurting their health by packing on extra pounds. But could a few simple changes transform SNAP into a powerful vehicle for curbing obesity? "There needs to be a way for a family to not have to choose between hunger and obesity," says Lauren Dinour, a nutrition expert at the City University of New York. "I see huge potential in some new ideas."

<http://www.scientificamerican.com/article.cfm?id=food-stamps-obesity>



**Landmark Health Care Reform Includes Menu
Labeling Bill**

In the health care reform legislation signed by President Obama is the menu labeling bill, which will require calorie labeling on chain restaurant menus, menu boards, and drive-through displays, as well as on vending machines. The legislation applies to chains with 20 or more outlets, and requires them to provide additional nutrition information on request. It requires the U.S. Food and Drug Administration to propose specific regulations not later than one year from now. The federal standard will supersede the varied state and local requirements.

Menu labeling will make it a little easier for Americans to eat out healthfully and watch their weight.

<http://www.usnews.com/health/managing-your-healthcare/articles/2010/03/23/health-highlights-march-23-2010.html>

Paul LeFrancois Honored

Paul LeFrancois, President and a founding board member of the Palmetto Cycling Coalition (PCC), is being honored by the Alliance for Biking and Walking with the 2010 Advocate of the Year Award. Paul has gone above and beyond the call of duty to transform South Carolina into a better place for biking and walking.



Among his many accomplishments, Paul created and secured passage of a SC Share the Road license plate (one of the first in the U.S.), has coordinated bicycling legislative events in cities throughout South Carolina, and has assisted communities throughout the state in securing bicycle-friendly designation from the League of American Bicyclists. With his leadership the PCC had its most significant success passing major reforms to South Carolina's bicycle traffic safety laws in 2008. Paul's knowledge, creativity, and commitment are the highest standard of excellence making him a role model in the Palmetto State and for biking and walking advocates across North America. For more information about PCC, visit www.pcc.sc.net


**Preventing Cancer by Taking Steps to Reduce
Childhood Obesity**


"Preventing and reducing obesity is an important cancer prevention strategy," said Dr. Rachel Ballard-Barbash, associate director of the Applied Research Program in NCI's Division of Cancer Control and Population Sciences. "Research suggests that obesity at multiple periods throughout life may increase cancer risk and worsen prognosis," she said. "Further, evidence suggests that if overweight or obesity persists from childhood through teenage years, the risk of obesity during adulthood is greater. We also know that efforts to prevent obesity in children must involve their families and communities. Therefore, obesity prevention efforts, such as the Let's Move campaign, may be important not just to help control childhood obesity, but it may also reduce cancer-related morbidity and mortality in the United States."


<http://www.cancer.gov/ncicancerbulletin/022310/page8>


Take Action: Join a Sign-On Letter in Support of The Healthy Living Starts Early Act


The [Healthy Living Starts Early Act of 2010](#), introduced by Senator Amy Klobuchar (D-MN), identifies the Child and Adult Care Food Program (CACFP) as a nutrition program that contributes to the healthy growth and development of young children. This legislation will improve the nutritional value of the foods served through CACFP and better promote the health and wellness of young children by:


 Revising the nutrition standards for meals, snacks and beverages served through CACFP to make them consistent with the most recent U.S. Dietary Guidelines;

 Providing education and encouragement to participating child care centers and homes to provide children with healthy meals and snacks, daily opportunities for physical activity, and to limit screen time;

 Increasing the USDA training, technical assistance and educational materials available to child care providers, helping them to serve healthier food;

 Authorizing ongoing research on the nutrition, health and wellness practices, as well as the barriers and facilitators to CACFP participation, in child care settings;

 Requiring interagency coordination focused on strengthening the role of child care licensing in supporting good nutrition, health and wellness and maximizing the value of CACFP;

 Reducing administrative burdens for CACFP sponsors and providers.

http://org2.democracynaction.org/o/5118/p/dia/action/public/?action_KEY=2295

Institute of Medicine (IOM) Creates Committee to Address Child Obesity Policies

The Obesity Prevention Policies for Young Children committee was recently formed by the IOM. This ad hoc committee will review factors related to overweight and obesity in infants, toddlers, and preschool children (0-5 years), with a focus on nutrition and physical activity. They will also identify gaps in knowledge and make recommendations on early childhood obesity prevention policies.

<http://www8.nationalacademies.org/cp/projectview.aspx?key=49189>

Cornell University Study Finds CATCH the Most Cost-Effective Program



In a study conducted by Cornell Economist John Cawley, Cawley states that before developing specific anti-obesity strategies, lawmakers and advocates should review the evidence on program effectiveness and costs in order to avoid policies that either won't work or will waste money. In his paper, Cawley examines recent studies of several youth-focused initiatives to reduce obesity, finding that the Coordinated Approach to Child Health (CATCH), a multistate program that teaches elementary school kids how to eat well and exercise regularly, is the most cost-effective. CATCH was designed to promote physical activity, healthy food choices, and the prevention of tobacco use in elementary school aged children. The CATCH Program has proved that teaching children that eating healthy and being physically active every day can be FUN and by establishing healthy habits in childhood can promote positive behavior changes that carry into adulthood. For more information about CATCH visit www.catchinfo.org

New Federal Transportation Policy Statement Regarding Bicycling and Walking Announced

Secretary of Transportation Ray LaHood issued a new federal policy on March 15, putting walking and bicycling on equal footing with motorized traffic. The statement details what agencies large and small can and should do to integrate non-motorized modes into future projects:

- ✓ Consider walking and bicycling as equals with other transportation modes;
- ✓ Ensure convenient choices for people of all ages and abilities;
- ✓ Go beyond minimum design standards;
- ✓ Integrate bicycle and pedestrian accommodation on new, rehabilitated, and limited-access bridges;
- ✓ Collect data on walking and biking trips;
- ✓ Set a mode share target for walking and bicycling and track them over time;
- ✓ Maintain sidewalks and shared-use paths the same way roadways are maintained, especially during snowy weather; and
- ✓ Improve non-motorized facilities during maintenance projects.

<http://www.fhwa.dot.gov/environment/bikeped/policy/accom.htm>

Celebrating Success: Healthier Beverages in Schools

A healthier school environment can result in greater academic achievement and healthier lives for students and school staff. And

that is why in May 2006, the

Alliance for a Healthier

Generation worked with

representatives of The Coca-Cola

Company, Dr Pepper Snapple

Group, Pepsi-Co, Inc. and the

American Beverage Association

to establish the Alliance School Beverage Guidelines to help students make healthier beverage choices in the school environment.

Here are the final results of an independent third-party study to analyze the affect of the Alliance School Beverage Guidelines:

✓ There has been an 88 % decrease in total beverage calories shipped to schools between the first half of the 2004-05 school year and the first half of the 2009-10 school year.

✓ At the beginning of the 2009-10 school year, 98.8% of all measured schools and school districts were in compliance with the Alliance School Beverage Guidelines.

✓ Shipment volumes of full-calorie carbonated soft drinks to schools were 95% lower in the first half of the 2009-10 school year than they were in the first half of the 2004-05 school year, before the Guidelines went into effect.

✓ In 2004 high school students drank on average one 12 ounce can of full calorie carbonated soft drink at school per week. The current high school shipment levels mean that the average high school student now consumes the equivalent of one can and a half of full calorie carbonated soft drink at school per year.

<http://www.healthiergeneration.org/companies.aspx?id=4400>

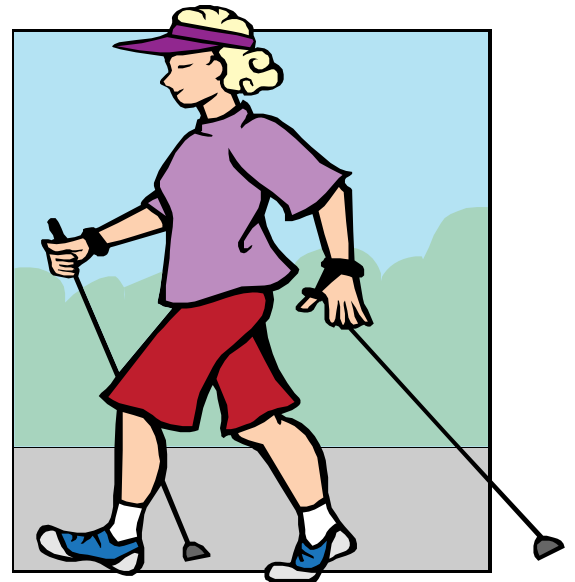


1 in 3 Breast Cancer Cases May be Avoidable - Exercise, Diet, Alcohol Consumption Play Role in Disease

Up to a third of breast cancer cases in Western countries could be avoided if women ***ate less and exercised more***, researchers at a conference said Thursday, renewing a sensitive debate about how lifestyle factors affect the disease.

Better treatments, early diagnosis and mammogram screenings have dramatically slowed breast cancer, but experts said the focus should now shift to changing behaviors like diet and physical activity. "What can be achieved with screening has been achieved. We can't do much more," Carlo La Vecchia, head of epidemiology at the University of Milan, said in an interview. "It's time to move on to other things."

<http://www.msnbc.msn.com/id/36032749/ns/health-cancer/from/ET>



Workplace Breastfeeding Programs: Employer Case Studies

The National Business Group on Health is pleased to announce the release of a new publication titled *Workplace Breastfeeding Programs: Employer Case Studies*. Developed by the Business Group's Center for Prevention and Health Services in cooperation with the U.S. Department of Health and Human Services Office on Women's Health and the Health Resources and Services Administration's Maternal and Child Health Bureau, this 12-page issue brief presents exemplary employer case studies to provide guidance regarding the development, implementation and evaluation of workplace breastfeeding programs.

http://businessgrouphealth.org/pdfs/NBGH%20Breastfeeding%20OIB_Final%20Proof.pdf



New Legislative Database Launched

The Rudd Center has just launched a new legislative database for policy makers, journalists, advocates, researchers and concerned citizens. The database, which tracks federal and state bills filed during the current Congressional and state legislative sessions, provides detailed bill language and status updates. Issues include access to healthy food, school initiatives, menu labeling, sugar-sweetened beverage taxes, and more. Key features of the database include:

- Detailed search functionality, which sorts and displays bills by federal or state filing status, and by topic;
- A list of bills that have been acted upon in the last day and week;
- A list of bills that have been enacted into law;
- Contact information for bills sponsors.

Bills are monitored closely and updates are posted regularly. You can access the database here:

www.yaleruddcenter.org/legislation/.

Food Marketing Report Card Issued by Center for Science in the Public Interest

CSPI issued a report card that rates 128 food, restaurant and entertainment companies' policies on food marketing aimed at children. Three-quarters of companies got an F (for having a weak or no marketing policy). While 64% of food manufacturers that advertise to children have marketing policies, only 24% of restaurants and 22% of entertainment companies do. CSPI has called on all food and beverage manufacturers, restaurants, and entertainment companies that market to children to have a written food marketing policy – to adopt a uniform set of nutrition standards and apply them to all media aimed at children. <http://cspinet.org/new/pdf/marketingreportcard.pdf>

Two New Tools to Address Sugar Sweetened Beverages from Public Health Law and Policy

As nutrition advocates and policymakers look for ways to curb rising obesity rates and fund public health programs, two new tools from Public Health Law & Policy (PHLP) detail how and why imposing a fee on the beverage industry could help. Mounting evidence points to a link between rising obesity rates and the growing consumption of soda and other sugar-sweetened beverages. Several states have proposed legislation in recent years to impose taxes on beverages and beverage manufacturers. But a regulatory fee may have a significant public health advantage over a tax in your state.

"Using Regulatory Fees to Combat the Adverse Effects of Sugar-Sweetened Beverages" provides an overview of the science, economics, and law behind this type of fee. "

<http://www.phlpnet.org/phlp/products/regulatory-fees-on-soda-sales>

Model Policies for Complete Streets Now Available!

Complete Streets are designed and built so that people of all ages and abilities can travel easily and safely, while also getting the regular physical activity that is so critical to preventing obesity. NPLAN recently released a Complete Streets policy package, which includes different types of Complete Streets policy language. Model [resolutions](#), [laws](#), and [comprehensive plan language](#), as well as a [fact sheet](#) that explains Complete Streets concepts in plain language are all available on the NPLAN website.

<http://www.nplanonline.org/nplan/products/model-comprehensive-plan-language-complete-streets>



County Health Rankings

The first set of reports to rank the overall health of every county in all 50 states—were released recently by the University of Wisconsin’s Population Health Institute and the Robert Wood Johnson Foundation. To look at the health of counties in SC, visit

<http://www.countyhealthrankings.org/south-carolina>

Healthy Food Environments – Pricing Incentives Policy Intervention Now Available!

The Center for Excellence for Training and Research Translation (Center TRT) is excited to announce the posting of **Healthy Food Environments – Pricing Incentives** as a practice –tested policy intervention. While the Center TRT focused on the **pricing policy** for this review, the Healthy Food Environments initiative includes five principles:

- 1) Provide access to healthy foods
- 2) Use pricing to promote healthy foods
- 3) Use marketing techniques to promote healthy foods
- 4) Use benefit design and incentives to encourage behavior change, and
- 5) Educate staff and visitors about healthy foods

Full implementation (all five principles) is already underway in 36 hospitals in NC and will be expanded to 125 acute care hospitals in NC by 2011.

<http://www.centertrt.org/index.cfm?fa=opinterventions.intervention&intervention=hfe&page=intent>

SmartMeal Intervention Available!

The SmartMeal™ program can assist with finding healthier menu options when dining out. This intervention, program developed by the Colorado Physical Activity and Nutrition program (COPAN), combines education with prominently displayed seals placed next to approved items in order to promote healthier food choices.

The Smart Meal™ program has labeled over 1600 healthier items at 200 locations in Colorado and is soon to be launched in counties in California, Vermont, and Rhode Island.

To learn more about this program, visit the Center of Excellence for Training and Research Translation website where the Smart Meal™ program is posted as a practice-tested intervention. You will find detailed information including: the resources required, the implementation process, evidence in support of the potential for public health impact, and information on how to access program materials to support replication efforts.

<http://www.centertrt.org/index.cfm?fa=opinterventions.intervention&intervention=smartmeal&page=intent>

New Toolkit Opening School Grounds to the Community

*Local governments and other community-based organizations can share the costs and responsibilities of opening school property to the public after hours through joint use agreements. Public Health Law & Policy has just released a tool kit, *Opening School Grounds to the Community*, that helps communities and school districts work together to develop joint use agreements increasing access to recreational facilities on school grounds. To access this tool kit, visit*

http://www.phlpnet.org/healthy-planning/products/joint_use_toolkit?utm_campaign=Now%20Available%3A%20Toolkit%20for%20Opening%20School%20Grounds%20to%20the%20Community&utm_content=ldk7@cdc.gov&utm_medium=Email&utm_source=VerticalResponse&utm_term=this%20toolkit.

UPDATED EXERCISE AND PHYSICAL ACTIVITY TIPS FOR OLDER ADULTS NOW AVAILABLE

Older adults who are interested in becoming physically active, restarting a lapsed exercise regimen or getting more benefit from their current exercise program can check out the updated Exercise and Physical Activity for Older Adults topic on NIHSeniorHealth.gov at. NIHSeniorHealth is a health and wellness Web site designed especially for older adults from the National Institute on Aging (NIA) and the National Library of Medicine (NLM), both part of the National Institutes of Health.

Visitors to the site will find sample exercises from the four categories of physical activity recommended for older adults: endurance, strength, balance and flexibility. Colorful images accompanied by easy-to-follow instructions describe how to do the exercises safely and effectively. Videos of NIH institute directors performing their preferred forms of physical activity and first-person accounts from active adults serve as inspiring reminders of the positive impact that physical activity can have as people grow older.

<http://nihseniorhealth.gov/exercise/toc.html>



Evaluating the Food Environment: Application of the Healthy Eating Index-2005,

Reedy J, Krebs-Smith SM, Bosire C. *Am J Prev Med* 2010
<http://www.nccor.org/downloads/Application%20of%20the%20HEI-2005.pdf>

Special Issue of Health Affairs Highlights Key Studies on Childhood Obesity – Journal Addresses Disparities Within Obesity Rates, Considers Policy Challenges and Potential for Reversing Epidemic

In its March 2010 issue, *Health Affairs* focuses almost exclusively on the childhood obesity epidemic and the policy approaches that could have greatest impact for helping to solve this public health crisis.

<http://healthaffairs.org/blog/2010/03/02/health-affairs-policy-briefs-examine-child-obesity/>

In addition, policy briefs were published created on the following topics:

[Overview: The State Of Childhood Obesity In America](#)
[The Role Of Agriculture Policy In Reducing Childhood Obesity](#)
[Food Marketing And Distribution’s Role In The Fight Against Childhood Obesity](#)
[Speeding Up Progress In Fighting Obesity In Schools](#)
[Lessons From States On Fighting Childhood Obesity](#)
[The Pervasive Effects Of Environments On Childhood Obesity](#)

Racial/Ethnic Differences in Early-Life Risk Factors for Childhood Obesity

Elsie M. Taveras, MD, MPH^{a,b}, Matthew W. Gillman, MD, SM^{a,c}, Ken Kleinman, ScD^a, Janet W. Rich-Edwards, MPH, ScD^d, Sheryl L. Rifas-Shiman, MPH^a

Published online March 1, 2010
 PEDIATRICS (doi:10.1542/peds.2009-2100)
http://pediatrics.aappublications.org/cgi/content/abstract/peds.2009-2100v1?maxtoshow=&hits=10&RESULTFORMAT=&fulltext=taveras&searchid=1&FIRSTINDEX=0&sortspec=relevance&resource_type=HWCIT

Food Price and Diet and Health Outcomes 20 Years of the CARDIA Study

Kiyah J. Duffey, PhD; Penny Gordon-Larsen, PhD; James M. Shikany, MD; David Guilkey, PhD; David R. Jacobs Jr, PhD; Barry M. Popkin, PhD
Arch Intern Med. 2010;170(5):420-426.
<http://archinte.ama-assn.org/cgi/content/abstract/170/5/420>

Physical Activity and Weight Gain Prevention

I-Min Lee, MBBS, ScD; Luc Djoussé, MD, DSc; Howard D. Sesso, ScD; Lu Wang, MD, PhD; Julie E. Buring, ScD 2010;303(12):1173-1179. *JAMA*
<http://jama.ama-assn.org/cgi/content/short/303/12/1173?home>

What are the Risks Associated with Formula Feeding? A Re-Analysis and Review

Melinda E. McNeil, MPH, Miriam H. Labbok, MD, MPH, FACPM, and Sheryl W. Abrahams, MPH
Birth Volume 37 Issue 1, Pages 50 – 58 Published Online: 24 Feb 2010
<http://www3.interscience.wiley.com/journal/123302749/abstract?CRETRY=1&SRETRY=0>

National trends in self-reported physical activity and sedentary behaviors among pregnant women: NHANES 1999-2006. Evenson K, Wen F. 2010. Preventive Medicine 50(3):123-128.

<http://www.sciencedirect.com/science/journal/00917435>.

Communicating prevention messages to policy makers: the role of stories in promoting physical activity.

Stamatakis, McBride, Brownson. *Journal of Physical Activity and Health*, 7(1), S99-1072010.
<http://hk.humankinetics.com/jpah/viewarticle.cfm?jid=22M8P4a346E7gd3886R7t43B64P8y8Z346R3m22L38A2bCK&aid=17903&site=22M8P4a346E7gd3886R7t43B64P8y8Z346R3m22L38A2bCK>

National Study of Changed in Community Access to School Physical Activity Facilities: The School Health Policies and Programs Study

Kelly R. Evenson, Fang Wen, Sarah M. Lee, Katie Heinrich, Amy A. Eyster
JPAH, 7(Supp 1), March 2010
<http://hk.humankinetics.com/jpah/viewarticle.cfm?jid=23B8G4x428D6GQfq84E7DC3b26Y2d6vz28D8k8sp23T&aid=17895&site=23B8G4x428D6GQfq84E7DC3b26Y2d6vz28D8k8sp23T>

Reductions in Child Obesity Among Disadvantaged School Children With Community Involvement: The Travis County CATCH Trial

Deanna M. Hoelscher, Andrew E. Springer, Nalini Ranjit, Cheryl L. Perry, Alexandra E. Evans, Melissa Stigler and Steven H. Kelder
Obesity 18: S36-S44; doi:10.1038/oby.2009.430
<http://www.nature.com/oby/journal/v18/n1s/abs/oby2009430a.html>

Healthy Eating Research Releases 2010 Call for Proposals Round 5, Rapid-Response and New Connections Grant Opportunities

www.rwjf.org/cfp/her and on www.healthyeatingresearch.org.

Bank of America – Neighborhood Builders Grants

Deadline: June 1, 2010
<http://www.bankofamerica.com/foundation/index.cfm?template=fdneighborexcell>

Walmart Foundation - State Giving Program

Deadline: August 20, 2010
<http://walmartstores.com/CommunityGiving/8168.aspx>

"got breakfast?" Foundation - The Silent Hero Grant Program

Deadline: April 1, 2010
<http://www.gotbreakfast.org/index.php>

Build-a-Bear Workshop Bear Hugs Foundation – Children's Health and Wellness Grants

Deadline: Rolling
<http://www.buildabear.com/aboutus/community/bearhugs.aspx>

Robert Wood Johnson Foundation - Local Funding Partnerships

Deadline: June 30, 2010
<http://www.lifp.org/html/apply/annual/programdetails.html>

National Center for Safe Routes to School -Safe Routes to School Mini-grants

Deadline: April 7, 2010
http://www.saferoutesinfo.org/news_room/minigrants/index.cfm

ING -Run For Something Better School Awards Program

Deadline: April 15, 2010
http://www.orangelaces.com/site/index/get_your_school_involved

Aetna Foundation - Health and Healthcare Grants

Deadline: May 15, 2010
<http://www.aetna.com/about-aetna-insurance/aetna-foundation/aetna-grants/grants-for-2010-and-beyond.html>

Healthy Generation Grants

Deadline: April 3, 2010
http://www.wellpointfoundation.org/wps/portal/wellpointfoundation?content_path=noapplication/f2/s0/t0/pw_b142061.htm&label=WellPoint%20Foundation%20Funding&rootLevel=2

Safe Routes to School \$1,000 Mini-grant

Deadline: April 7, 2010
www.saferoutesinfo.org/minigrants

Farmers Market Promotion Program (FMPP)

Deadline: April 15, 2010
<http://www.ams.usda.gov/AMSV1.0/FMPP>

Active Living Research and New Connections Grant Opportunities

Deadline: April 14, 2010
<http://www.rwjf.org/applications/solicited/cfp.jsp?ID=21041>



Moving at the Speed of Light: Keeping Up with Social Media

April 15, 2010

Social Media is one of the fastest changing marketing tools utilized today. Keeping up with the latest tools and trends can be difficult as individuals are becoming ever-more computer savvy. At this workshop, nonprofit organizations will learn to engage their communities in new ways and reach marketing goals in a cost-effective manner. For more information and to register, go to http://www.scanpo.org/train_workshop.asp#2664

What Does it Take to Get Drivers to Yield? Engineering Measures That Work

Safe Routes Coaching Action Network Webinar - March 30th

In this 60 minute webinar, engineering experts Charlie Zegeer and Mike Cynecki will share their extensive knowledge and understanding of pedestrian safety and traffic control devices to address these questions. They will discuss innovative devices and the latest research on their effectiveness as well as more standard devices and their appropriate use. This webinar is part of the Safe Routes to School Coaching Action Network Webinar Series, developed by America Walks and the National Center for Safe Routes to School. For more information please contact Michelle Gulley, at mgulley@americawalks.org. Click here to register: <https://www1.gotomeeting.com/register/728334985>

Health Impact Assessment-Health Equity April 23

The free webinar, April 23 from noon to 1 p.m. EST, will provide an overview of Health Impact Assessment (HIA) and its benefits for planning and public health professionals, examples from across the nation on how it has been incorporated in local health and planning departments' work, and discuss how it can be used to promote health equity. <http://apavirginia.org/events/2010/health-impact-assessment-2013-health-equity-webinar>



Take action today. Join Eat Smart, Move More SC on April 14, 2010,

for an interactive and engaging look at best practices for obesity prevention with sessions on healthy worksites, schools and communities, coalition development, advocacy, evaluation, data collection and more. Let's work together to make a difference. Click on the link below for more information, event agenda and to register.

<http://scobesitysummit.eventbrite.com/>

Eat Smart, Move More SC Announces 2010 Training Calendar

2010 Training Calendar:

April 14	Obesity Prevention Summit – Leadership for Healthy Communities
May 13	Eat Smart, Move More Community Workshop – CLEMSON, SC
June 16	Eat Smart, Move More Community Workshop – COLUMBIA, SC
July 20	Eat Smart, Move More Community Workshop – CONWAY, SC
August	Community Assessments (webinar)
September	Options for Action: Planning Your Community's Approach (webinar)
October	Evaluation and Monitoring (webinar)
November	Grant Writing (webinar)

This newsletter is produced through a joint effort between Eat Smart Move More SC and the Division of Nutrition, Physical Activity, and Obesity at SC DHEC, with support from CDC Cooperative Agreement DP08-805.